

# OC METRO BUSINESS

## 'FIVE HIDDEN MISTAKES CEOS MAKE'

**If you want to change results, you have to change the way you do things**

BY CRAIG REEM Published: August 14, 2008



**"Five Hidden Mistakes CEOs Make," by Tom Northup, Solutions Press, \$19.95**

"If you want to change results, you have to change the way you do things," says the author, Newport Beach-resident and former CEO Tom Northup. His first book is not for the feint-of-heart, as he goes right to the point with Mistake No. 1: "Lack of clarity and focus."

Welcome to CEO-land, 2008.

Northup says his follow-up effort may end up as a workbook, but even this book is filled with those kinds of schematics – several pages in which to test yourself. And Northup's solutions seem to be particularly well suited for small- and medium-size businesses.

When a CEO looks back on success, he or she finds it is about growth and profitability, and Northup lends a hand in guiding the leader in that direction. And he doesn't do it from sitting up on high. Has he ever made those five mistakes? "Of course," he answers. "Everybody makes them to some degree; you're never quite there, even if you're great."

Those are words of wisdom, and you'll find plenty of them in this slim volume.